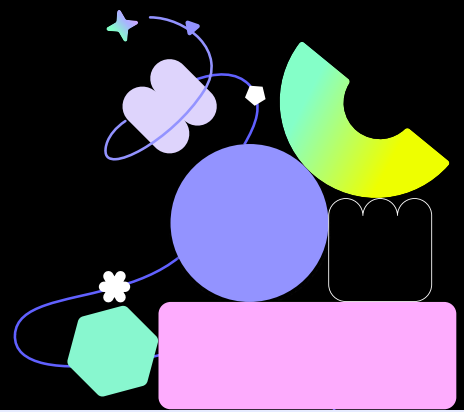


From AI ambition to business impact



A 3-step framework for implementing AI that drives measurable business outcomes

01

Define the outcome

Identify the work that actually matters

- What business problem are we solving?
- What capability or workflow is underperforming?
- Which KPI or outcome would improve if this worked?
- How will quality, accuracy and risk be measured?
- Who owns the outcome?

Key principle: AI should be tied to a measurable business outcome, not experimentation.

02

Understand the constraints

Design for reality, governance and trust

- What data is available and accessible?
- Is the data accurate, current and usable?
- What security, privacy or compliance constraints exist?
- Who should access, review and approve outputs?
- Where does human oversight remain essential?

Key principle: Trust, governance and data quality are foundational to successful AI adoption.

03

Design the workflow, then select the tool

Build the solution around the work, not the technology

- Map the workflow end-to-end.
- Define where AI assists, automates or executes.
- Identify human decision points and agent handoffs.
- Prioritise simplicity, usability and measurable impact.
- Then select the right platform, model or automation tool.

Key principle: The best AI solutions are workflow-driven, not tool-driven.

Treat AI initiatives like software projects: prioritised, governed, measurable and aligned to business outcomes. The organisations crossing the AI divide aren't experimenting more — they're designing better.

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